Fox et al. Appl. No. 10/695,445 Atty. Docket: 1481.0310000

## Amendments to the Specification

Kindly amend the title at page 1 as follows:

SYSTEMS AND METHODS FOR RECOMMENDING BUSINESS DECISIONS

INFLUENCED BY WEATHER ELEMENTS UTILIZING WEATHER DRIVEN DEMAND

DATA AND OPPORTUNITY AND CONFIDENCE MEASURES

Kindly amend the title at page 19 as follows:

SYSTEMS AND METHODS FOR RECOMMENDING BUSINESS DECISIONS

INFLUENCED BY WEATHER ELEMENTS UTILIZING WEATHER DRIVEN DEMAND

DATA AND OPPORTUNITY AND CONFIDENCE MEASURES